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**Newsweek**



*Please tell us why?*

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S. A. DEMBNER  
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# Newsweek

CIRCULATION DIRECTOR

*Please tell us why?*

Dear ~~Former~~ Subscriber:

Just a few weeks ago we sent you a renewal invitation on a card like the one in this envelope.

Since we didn't hear from you, regretfully we have to address you as a "former" subscriber --

-- but we'd be very interested to know a little about why you did not renew your subscription to Newsweek.

Just a few words of comment, or more if you wish, enclosed in the postage paid envelope would be appreciated. (No need to sign your name unless you wish.)

Your opinions can help guide our service to all our readers -- perhaps so successfully that we can one day welcome you back as a Newsweek subscriber. We hope so.

And we're most grateful for your help.

Sincerely,

*S. Arthur Dembner*

S. Arthur Dembner  
Circulation Director

SAD/km

P.S. If you really had intended to renew but had overlooked doing so, your initials on the enclosed form will start Newsweek coming again.

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